WCSR RECORD LOG

DATE Thurs. March 10
PROGRAM Easy listening
PRODUCER Sarbone
TIME 5:05-6

No.	RECORD	ARTIST	INSTRUCTIONS
1.	Blue is the Nite	Gordon Jenkins	S1 B4
2.	My Romance	" "	S1 B5
3.	Carnival	Dave Brubeck Quartet + Mark Isham + Orch	
4.	Mystery Tune	- String of Pearls	- LP: S2B2
5.	A Foggy Day	F Sinatra	S1 B3
6	Like Someone in Love	F. Sinatra	S1 B4
7.	All the Things You Are	Dave Rose	
8.	Joy of Life Theme	Richard Hayman	
9.	Melody of the Breeze	Ralph Flanagan	
10.	I Laid on the Tracks	Percy Faith	
11.	Make Love to Me	Jo Stafford	
12	Where is the Road	Gordon Jenkins	
13.	By River Santa Marie	" "	S2B4
14.	Alone Together	" "	S2B5

STUDENTS! MAKE $25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself $25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.

Then if we select your Luckies we'll pay you for the right to use it with your name, in Lucky Strike advertising.

Here are some suggestions:

In history, pagan, and so -
For cleaner, fresher, smoother throats
It's Lucky Strike, by droves!

Study these simple jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

What - if you can sing your jingle? That's good!

What - the more jingles you write, the more money you have a chance of getting!

Hint - be sure to read all the "Don'ts" below!

HERE ARE THE IMPORTANT RULES:

1. Write your Lucky Strike jingle on a plain piece of paper, postcard or envelope. Mail it to Happy-Go-Lucky, P. O. Box 58, New York 46, N. Y. Be sure that your name, address, college and class are included - and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better." is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one $25 award.

TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Any true statement about Lucky Strike may be the basis of a jingle. Here are a few suggestions:

L.S./M.F.T.
Lucky Strike means fine tobacco
Luckies' cigarette-testing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy — Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy — Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company